



Maximizing Your Marketing Presence on the Web

Performing Arts Program Workshop Series

November 17, 2008

NOTES

PRESENTATION ON NowPlayingUtah.com

- Heidi Falk - *Managing Director, NowPlayingUtah.com*

- It is a program of the Utah Arts Coalition whose partners are Zoo, Arts & Parks, Salt Lake Convention and Visitors Bureau and the Utah Arts Council. Artsopolis owns the software and BeDynamic is the administrator for NowPlayingUtah
- The site promotes Utah arts & culture events throughout the state. It is an event-driven site.
- NPU is reaching out to create partnerships with arts & culture, tourism, monthly morning news shows, news coverage, print and web ads, large publications, RSS feeds
- Event submission is free.
 - Please submit at least a month in advance. Events are posted every two weeks by BeDynamic.
 - Up to 6 photos may be submitted along with the event. High quality/resolution photos, please.
- Artist Profile
 - Create a free artist profile to promote yourself. The individual artist is responsible to keep his/her profile up to date.
 - These are sorted by category.
 - Links to blogs, personal websites, YouTube, etc. are possible.
 - Uploading images is possible (be sure to meet photo requirements).
 - It takes 1-2 business days to post.
- Arts Organization Listings
 - Fill out "Submit Listing" for organizations
 - You may upload up to 6 images
 - Includes a link to organizational website
 - The page can show past and present events
 - Need to designate an official contact person for information control purposes
 - Can provide a link for ticket purchase (artix, ticketmaster, etc.)

- Paid Marketing Opportunities
 - Weekly email blasts
 - Banner ads
 - Category page sponsorship

PANEL PRESENTATION

- This was a very participatory panel where each presenter was encouraged to offer opinions on each subject. These notes reflect the main presenter as well as the other presenter's points of view.

Viral Marketing - Jerry Rapier *Producing Director, Plan B Theatre Company*

- Plan B has a small marketing budget
- Put a lot of money in viral marketing
- Most enviable demographic is people under 40
 - Reviews mean nothing for them
 - Facebook or MySpace mean everything
- Have to get people the information they need in the way they want it
- Think about how each demographic prefers to get information
- Never send email on Monday or Friday
 - Best time/day to send email: Tuesday, Wednesday, Thursday between 10 am and 2 pm
 - Switched emails campaigns from HTML to text – faster; if recipient has to click, you may lose them
 - All email comes with the “from” saying Jerry
 - This establishes a personal connection versus getting email from info@xxx.
 - Text should fit in the window without having to scroll down
 - Text should pique interest and drive the reader to the website
 - No caps or punctuation in the headline. Spam filters seek these out.
 - Reminder: All caps means shouting at the recipient.
- City Weekly will do an eblast for \$300; you have total control over content and design. They have approximately 20,000 addresses on their email list. They have a very high open email rate.
- MySpace: feels it is sensational, ego driven, young audience (teen, early twenties).
- Facebook: Appears more like a conversation, creating personal connections, easier navigation, caters to niche marketing.
 - Need to make sure and pace invitations so recipients are not inundated with email.
 - Facebook marketing very targeted and cheap! Can negotiate rate based on what you want to do.

- It will not let you send the same message to the same person twice.
- Google Ads

Overall Marketing Plan - Kirsten Park, *Director of Marketing and Communications, Pioneer Theatre Company*

Any strategy, such as viral marketing, is part of your entire marketing plan; it's a piece of the whole picture.

- PTC focuses on over 40 demographic for season ticket holders as they've analyzed their data and understand they are more likely to buy season tickets.
- Single ticket sales has different demographics and strategy from season tickets.
- Do a communications audit
 - Look at your current constituency
 - Where do they get information?
 - E-newsletter, voice mail, tag line on email
 - Figure out communication touch points
 - Create a list of 20 or 30 for which to pay attention
 - Plan for an entire year, if possible
 - She does most of her work in March/April
 - PTC season patrons are 50-70 years of age; print works well, but this is changing
 - Additions after 2007 – low cost and impact mostly on single sales
 - Web marketing strategies
 - Email blasts; uses Ground Spring (email contact program for nonprofits). To reach 18,000 people, \$20-40/month
 - Send email before the opening; this spikes sales as it acts as a reminder to those who were planning to attend but hadn't gotten around to buying tickets yet
 - Send highlights from media reviews after the show has opened.
 - Uses Twitter.com for micro blogging. Micro blogging is quick, short (2 line) text
 - Key to success: be very specific in marketing. For example, target people in xxx zip code who like theatre

Individual Artist Website Creation and Management

– Lorraine Hough, *Green Light Booking and Talent Management Entertainment Consultant*

Handout

Website Building Designed for Musicians:

www.bandzoogie.com See: www.chrishoughband.com (Easier sample playing with this site)

www.hostbaby.com See: www.ginafrench.net

Marketing Solution Site:

www.reverbNation.com See: www.reverbNation.com/chrishoughband

ReverbNation provides innovative marketing solutions that musicians need to compete, cooperate, and differentiate in an increasingly noisy online environment. Unlike typical "closed" communities, artists use ReverbNation as their home base for approaching marketing and promotion across the Internet as a whole — be it via social networks, blogs, or the artist's homepage.

Tools like TunePaks, FanReach, and Widgets give the artist the power to spread their music and information virtually anywhere. Real-time stats then provide a 360-degree view of how the music is spreading, who is listening, and which fans are actually passing it on to their friends and posting it on their pages.

Launch and Manage a Mobile Version of Your Blog or Website:

www.mofuse.com

This is a quick and easy way to get your blog or website to fans' mobile phones.

An Unsolicited Way to Get Your Music in Front of DJs on the Web

www.radiodirectx.com

www.musicsubmit.com DJs subscribe to this service and make requests for your CD or download digitally.

Resources

<http://www.businesscreditcards.com/bootstrapper/marketing-for-musicians-100-places-to-promote-your-music-online>

Niche Marketing - Steven Brown, *Director SB Dance*

- Successful marketing is all about personal relationships.
- Your web presence should be very personal.
- Keep the site simple and clean.
- Get a good template that you can personally update.
- Uses techSoup.org for cheap software. Example: as a nonprofit, Adobe Suites can be purchased for approx. \$100
- Your website is your business card.
- Your home page should have a strong feel of your organization; what it does, how it does it, etc.